



EDITORIAL MISSION, STANDARDS, AND GUIDELINES

The following information is offered as statement of purpose and a guide for those who provide content for *Still Magazine*.

CONTENTS

- I. Mission Statement**
- II. Principles and Practices for College and University Editors**
- III. Audience and Statistics**
- IV. Magazine Architecture**
- V. Departments and Policies**
- VI. Advice to Writers**
- VII. Advice to Photographers**

I. Mission Statement

Still Magazine strengthens and extends the positive connections of alumni, faculty, staff, and students to the University and each other. It does so by informing, entertaining, and engendering pride in a shared experience and University mission.

It focuses on a variety of academic, social, political, cultural, scientific, and artistic issues through the lens of student and alumni achievements, faculty research, and institutional news.

Because the magazine's mission is to inform, entertain, and connect, paid advertising is not accepted. Ads promoting the University, including its initiatives and opportunities for giving, will be accepted at the discretion of the editor provided they are received prior to the deadline established by the editor. Such ads should be submitted via a work order form, as is standard practice for all jobs to be created by Communications & Marketing. Those initiating such ads should contact the editor as soon as they know they would like to run an ad so that size, placement, and timing may be determined in the best interest of the magazine's editorial calendar and the client.

II. Principles and Practices for College and University Editors

(Adopted by the Council for the Advancement and Support of Education, fall 2005. Special thanks to Swarthmore College for this section and contribution to these standards.)

The university or college periodical publication, most often a magazine, is vital to the prosperity of its institution. By documenting the institution's vigorous culture on campus and off, the periodical engages its readers—alumni, parents, members of the local community, faculty, and staff—both intellectually and emotionally, nurturing a relationship that leads to participation in the life of the institution and continued financial support.

The periodical fulfills its mission best by exemplifying the values of its institution. It earns the trust of its sophisticated, well-educated audience through respect for truth, fairness, free inquiry, and the presentation of competing ideas.

The following principles are intended to assist university and college periodicals editors and writers to fulfill their roles in a manner that will benefit their institutions, their profession, and the academic community as a whole.

Ethical Principles

College and university periodicals editors have a fundamental obligation to:

- Advance the mission and well-being of their institutions in an ethical and socially responsible manner.
- Reflect the basic values of educational institutions, including an abiding respect for diverse viewpoints and a firm commitment to the open exchange of ideas.
- Maintain scrupulous standards of accuracy, fairness, editorial integrity, taste, and sensitivity
- Place the welfare of the institution above personal gain, avoid conflict of interest, take responsibility for their decisions, and treat colleagues and the public with courtesy and respect.

Operational Principles

College and university periodicals editors are most successful at advancing their institutions when they:

- Understand and support the institution's mission and strategic goals.
- Work collaboratively within agreed-upon frameworks of authority and responsibility.
- Lead the determination and development of the content of the publications for which they are responsible. (Every effort is made to provide equitable coverage among the University's schools/college. *Still Magazine's* editor conducts a content analysis each calendar year to ensure equitability.)
- Strive to achieve the highest editorial and literary quality in their publications.
- Build relationships of trust and respect with other institutional communicators and members of the advancement team.
- Recognize their responsibility as stewards of a key communication instrument, and advocate for strategies that maximize readership and ensure the periodical's effectiveness.

- Conduct research that informs their understanding of the audience for their publications and measures progress toward established communication goals.
- Address inaccuracies or misunderstandings in a professional and expeditious manner.
- Welcome ideas and criticism from readers and campus colleagues through open and professional communications.

III. Audience and Statistics

University

Student body: 3,464

Living alumni: 10,390

KCOM

Founded in 1892 by Andrew Taylor Still, M.D., D.O.

Student body: 719

Living alumni: 5,942

SHM

Founded in 1999

Student body: 524

Living alumni: 376

ASHS

Founded in 1995

Student body: 1,772

Living alumni: 3,964

ASDOH

Founded in 2003

Student body: 245

Living alumni: 108

SOMA

Founded in 2006

Student body: 204

Living alumni: 0 (first class graduates in 2011)

Still Magazine

Frequency: four times per year (Jan/Feb, April/May, July/Aug, Oct/Nov)

Average pages per issue: 36 plus cover

Print run: 15,000

Audience

Alumni: 10,390

Friends of the President: 225

Donors/Supporters: 2,900

Faculty, staff, students*: 1,575

**Students currently do not receive a mailed copy of the magazine. It is proposed that students – and everyone in the University community – receive an email announcing the latest issue and that students completing off-campus residencies in their third and fourth years receive a printed copy to maintain positive connections to the University.*

IV. Magazine Architecture

Each 36-page issue is devoted to student and alumni profiles, University/School/College news briefs, features, faculty news, and class notes. The composition of an issue hinges on class notes and news, which usually determines the remaining space for front-of-book news, features, etc.

A typical front-of-book contains letters from the president and editor, approximately seven pages of news briefs, four pages of features/profiles, and a four-page cover story. The inside front cover is reserved for CME. The back-of-book includes two pages of donor recognition; three pages of class notes, which include death notices; and The Last Word, which features the artistic expression of a reader related to healthcare, education, or a current topic of interest, including essays, photos, drawings/paintings or poetry. Space on the back cover is reserved for the Still National Osteopathic Museum (or a pressing University initiative or recognition).

V. Magazine Departments and Policies

The following describes each department in detail and provides specific information about policies, sources, word counts, and art.

Between the front cover and News Briefs are letters from the president and editor; masthead; table of contents; web site promotion; and the University's mission statement. This copy is written and/or edited by the magazine editor.

News Briefs

The news section contains University/School/College news to give an accurate, objective, and lively picture of events and life at ATSU. Communications & Marketing staff write these brief news stories, which typically range from 50 to 200 words. In general, one or two color photos may be used, and, when appropriate, a photo/caption is acceptable in lieu of a complete story.

Faculty News

Faculty submit news items for this section, which includes news of research, publications, presentations, awards, major news coverage or recognition. Faculty are asked to submit this information to the editor and include a digital photograph at 300 dpi. The word count ranges from 50 to 100 words.

Features

Features generally are one- or two-page articles highlighting a major University initiative no more than 950 words in length. Authors are encouraged to speak with the editor regarding art and/or photos.

Class notes

Class notes are submitted to Alumni Services or the editor and average about 50 words. Digital photos at 300 dpi are encouraged.

Profiles

Communications & Marketing staff write these 600-800-word pieces to convey a lively slice of a person's life. Authors should ask subjects to provide one to three strong color photos of themselves and/or their work, conveying as much energy as possible (versus static mug shots). These photos should be submitted digitally to the editor at 300 dpi.

Donor Recognition

Donor recognition photos/captions are electronically provided by Institutional Advancement. Profiled donors explore the ways that a variety of people and personalities contribute to the University. At least one color photograph accompanies these profiles and should be submitted electronically at 300 dpi to the editor.

The Last Word

This one-page creative expression (300 words maximum) is a personal essay, poem, photograph, drawing/painting concluding with a one-or-two sentence biography of the author. The author should supply three to five digital color photographs at 300 dpi. At the end of the manuscript, suggested captions should also be noted, including identification of each person's full name in the photograph as well as correct photo credits or reprint information, if appropriate. (More complete editorial guidelines are available from the editor.)

VII. Advice to Writers

Still Magazine strives to publish clear, accurate, and engaging writing of the highest quality. Quotes and/or the article are approved by the subject. Because the intent of the magazine is to promote positive feelings in all constituents, subjects described in the magazine should feel comfortable with the way their words and lives are portrayed. Therefore, authors are expected to meet the following standards when submitting manuscripts to *Still Magazine*:

Conceptualization

The story concept and goal should be discussed in detail with the editor *before* a project is launched. Brief proposals (*i.e.*, no longer than one page with attached writing samples or Web links if a new writer) should be sent to the editor via e-mail or regular mail, fleshing out suggested subjects, contacts, and photos or art; conceived word length; and a realistic completion date. If changes occur in the

scope of the project as events unfold, these must be discussed with the editor before final submission.

Word Count

So that authors do not waste unnecessary time or have sections of text cut, writers are expected to meet assigned word counts. If writers find that the shape of an assigned story is changing, they are expected to update the editor about content or word-length alterations at the earliest stage possible.

Fact and Quote Checking

Before submitting a manuscript, writers are asked to carefully verify all facts and quotes in a story. The editor will assume that this work has already been completed and will double-check only those details that appear unusual or incorrect. Because the magazine's policy is to promote positive relationships with subjects whose stories are told in the magazine, the editor generally tries to incorporate requested changes in stories or quotes. The editor reserves the right, however, to make final editorial decisions based on style (AP and ATSU), space, and other considerations.

Submissions/Deadlines

Authors should electronically submit stories as clearly labeled Word documents on deadline. If writers anticipate having any difficulty meeting assigned deadlines, they should notify the editor far in advance.

Rights and Credit

The editorial work of salaried University employees is the property of the University.

VIII. Advice to Photographers

Still Magazine seeks to publish only photographs and illustrations of the highest quality. Creativity and originality is valued highly. Photography and art should not merely complement a story, they should strive to tell the story. Thus, it is essential that photographers and artists read and understand the text or consult closely with the designer and/or editor when composing art for the magazine. In addition to these creative standards, the editor offers the following specifications:

Correct Identification

Photography needs are generally assigned to professional photographers who will identify all recognizable persons in any photograph. Any supplied photographs should include suggested captions; correct identification of each person in a photograph; and correct photo credit or reprint information, if appropriate. If the person supplying these photos needs them returned, he/she should note names and addresses clearly on the back, indicating that request.

Photographic Standards

Still Magazine makes every effort to select the most flattering but accurate photo to match the spirit of a particular story. Minor imperfections in the photo or other subject material are occasionally improved; however, significant alterations of subject matter within photographs are not made.

Rights and Credit

The University owns all rights to photographs taken by salaried University employees. Freelance professional photographs taken for *Still Magazine* may be used on its Web site without additional payment to photographers. Most agreements with photographers also allow for other use by the University in its publicity, recruitment, or fund-raising materials. Any non-University use of photographs or other artwork commissioned by ATSU must be negotiated with the photographer.

Whenever the University uses a photographer's work for institutional purposes, the source is credited, including the © copyright symbol if that is what the photographer requires. If we send a photograph off campus for publicity purposes, we insist that a credit line be included. It should read: ©Name of Photographer/ATSU. Not only does this credit preserve the copyright but also makes it easier for anyone who might wish to reuse the image to contact the University or the photographer for permission.

Supplied or Submitted Photographs

Active color photograph are generally preferred unless black and white is requested to reflect a particular story. The story concept and photography needs should be discussed in detail with the *Still Magazine* editor before the shoot. Images submitted electronically should be at least 300 dpi at approximately 5x7 inches. Submission of at least three to five selections for each subject is recommended, so the editors may have a variety of options from which to select.

Contact Information

Still Magazine

Communications & Marketing
800 W. Jefferson St.
Kirksville, MO 63501
660.626.2540

Kathryn Stroppel
660.346.0006 (cell)
kstroppel@atsu.edu

Special thanks to Swarthmore College for sharing the editorial guidelines from which this document is based.